

**IN THE CLAIMS:**

1. (Previously Amended) An insulating label stock, comprising a thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m<sup>2</sup>.KW) which is laminated to a face material, wherein the label stock has a thickness greater than 0.0075 inch (0.0190 cm) and less than 0.07 inch (0.1778 cm).

2. (Currently Amended) The insulating label stock of claims 1 or 31, wherein the face material comprises at least one of film, paper or fabric.

3. (Currently Amended) The insulating label stock of claims 1 or 31, wherein the thermal insulating layer comprises a fiberfill batt.

4. (Currently Amended) The insulating label stock of claims 1 or 31, further including a coating on the face material, wherein the coating is printable.

5. (Canceled)

6. (Original) The insulating label stock of claim 2, wherein the film is made of a thermoplastic material comprising polyester, polyethylene or polypropylene.

7. (Currently Amended) The insulating label stock of claims 1 or 31, wherein the face material is modified on the surface facing away from the thermal insulating layer to facilitate printing thereon.

8. (Currently Amended) The insulating label stock of claims 1 or 31, wherein the face material is modified on the surface facing away from the thermal insulating layer to facilitate bonding to another surface with adhesive.

9. (Currently Amended) The insulating label stock of claims 1 or 31, wherein the thermal insulating layer comprises an organic thermoplastic fiber based material comprising polyester, polyethylene or polypropylene.

10. (Currently Amended) The insulating label stock of claims 1 or 31, wherein the thermal insulating layer comprises foam.

11. (Currently Amended) An insulating label stock having a thickness greater than 0.0075 inch (0.0190 cm) and less than 0.07 inch (0.1778 cm), comprising a thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m<sup>2</sup>.KW) which is laminated to at least one sheet of a coextruded film which comprises a first layer and a second layer, where the first layer and the second layer are made of different materials, and the second layer has a lower melting temperature than the material of the first layer.

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (Canceled)  
16. (Canceled)  
17. (Canceled)

18. (Previously added) The insulating label stock of claim 1, wherein the label stock has a thickness in the range of 0.010 inch (0.025 cm) and 0.040 inch (0.102 cm).

19. (Previously added) The insulating label stock of claim 11, wherein the label stock has a thickness in the range of 0.010 inch (0.025 cm) and 0.040 inch (0.102 cm).

20. (New) The insulating label stock of claims 1 or 31, wherein the face material comprises a biaxially oriented polyester film.

21. (New) The insulating label stock of claim 1, wherein the face material comprises a first layer and a second layer, wherein the second layer is disposed between the thermal insulating layer and the first layer.

22. (New) The insulating label stock of claims 21, further including another face material disposed on the side of the thermal insulating layer facing away from the second layer.

23. (New) The insulating label stock of claims 1 or 31, further including an adhesive primer layer applied to the surface of the face material facing away from the thermal insulating layer.

24. (New) The insulating label stock of claim 23, further including a release liner provided on the surface of the adhesive primer layer facing away from the face material.

25. (New) The insulating label stock of claim 11, further including a second sheet of coextruded film, wherein the second sheet of coextruded film comprises a first layer and a second layer and is disposed on the side of the thermal insulating layer opposite the first sheet of coextruded film.

26. (New) The insulating label stock of claim 25, wherein the co-extruded film of the first layer and of the second layer is a biaxially oriented polyester film.

27. (New) An insulating label, comprising a thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m<sup>2</sup>.K/W) which is laminated to a face material, wherein the label has an upper edge, a lower edge, and a side edge disposed at each side between the upper and the lower edge, and the upper, lower and side edges of the label are sealed.

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28. (New) The insulating label of claim 27, wherein the face material comprises a first sheet of coextruded film, wherein the first sheet of coextruded film comprises a first layer and a second layer, wherein the second layer is disposed between the thermal insulating layer and the first layer.

29. (New) The insulating label of claim 28, wherein the face material further comprises a second sheet of coextruded film, wherein the second sheet of coextruded film comprises a first layer and a second layer and is disposed on the side of the thermal insulating layer opposite the first sheet of coextruded film.

30. (New) The insulating label of claim 27, wherein the face material comprises a biaxially oriented polyester film.

31. (New) An insulating label stock having a thickness of at least 0.0075 inch (0.0190 cm) and less than 0.07 inch (0.1778 cm) comprising a thermal insulating layer which is laminated to a face material, wherein the label stock has an upper edge and a lower edge, and further wherein the upper and lower edges of the label stock are sealed.

32. (New) The insulating label stock of claim 31, wherein the label stock has a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m<sup>2</sup>.K/W).

33. (New) The insulating label stock of claim 31, wherein the face material is laminated to one side of the thermal insulating layer, and further comprising another face material laminated to the other side of the thermal insulating layer.

34. (New) An insulating label stock, comprising:

a) a thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m<sup>2</sup>.K/W);

b) a face material, the thermal insulating layer being laminated to the face material, the face material comprising a first sheet of biaxially oriented polyester film comprising a first layer and a second layer disposed on one side of the thermal insulating layer, and a second sheet of biaxially oriented polyester film comprising a first layer and a second layer disposed on the other side of the thermal insulating layer,

wherein the label stock has an upper edge and a lower edge, and the label stock is sealed along its upper edge and its lower edge, and the label stock has a thickness greater than 0.0075 inch (0.0190 cm).

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